AMENDMENTS TO THE CLAIMS

1. **(Currently Amended)** A custom display and storage system comprising:

a display unit having an opening, said opening adapted for display of an image or character string;

a customizable insert assembly adapted for display of an image or character string, said insert assembly including a matting, said matting including a cut out corresponding to said opening of said display unit**, said cut out being smaller than said opening**;

a releasable connection between said display unit and said insert assembly adapted to removably mount said insert assembly to said display unit, and

a storage unit coupled with said display unit.

2. **(Original)** The custom display and storage system as claimed in claim 1 wherein said insert assembly further comprises a base sheet for mounting of the image or character string.

3. **(Original)** The custom display and storage system as claimed in claim 2 wherein said base sheet further comprises guidelines adapted for alignment of the image or character string.

4. **(Original)** The custom display and storage system as claimed in claim 1 wherein said releasable connection comprises a backing coupled with said display unit.

5. **(Original)** The custom display and storage system as claimed in claim 4 wherein said backing includes an elongate slot.

6. **(Original)** The custom display and storage system as claimed in claim 4 wherein said backing is coupled to said display unit via a hinge.

7. **(Currently Amended)** The custom display and storage system as claimed in claim 1 wherein said storage unit comprise an album ~~**type storage unit**~~.

8. **(Currently Amended)** A custom display system comprising;

a frame, said frame including a lip;

a transparent display panel supported within a front side of said frame by said lip;

~~**an injection molded**~~ **a** single piece spacer positioned within said frame on an opposing side of said panel to said lip; and

a backing positioned on an opposing side of said spacer to said panel, said backing adapted to maintain said spacer and said panel within said frame from a back side of said frame**; and**

wherein said backing generally extends across the entire center of said frame to provide an enclosed space within said frame between said panel and said backing.

9. **(Original)** The custom display system as claimed in claim 8 wherein said backing comprises a matting component and a backing component.

10. **(Original)** The custom display system as claimed in claim 8 wherein said spacer has a width similar to a width of said lip.

11. **(Original)** The custom display system as claimed in claim 8 wherein said spacer has an inner circumference generally similar to an outer circumference of said lip.

12. **(Currently Amended)** A method of manufacturing a spacer for providing a gap between a display panel and a backing in a three dimensional custom display system, comprising the steps of:

determining an inner circumference of the display system; ~~**and**~~

determining outer circumferences of the display panel and the backing;

and

injection molding a single piece body, said body including an outer circumference that fits within said inner circumference of the display system **and an inner circumference that is less than the outer circumferences of both the display panel and the backing**.

13. **(New)** The custom display system as claimed in claim 8 wherein said backing includes an access panel to said enclosed space.

14. **(New)** The custom display system as claimed in claim 8 wherein said spacer is positioned within said frame without the use of an adhesive.

15. **(New)** The custom display system as claimed in claim 8 wherein said backing is located generally at a back-most edge of said back side of said frame.

16. **(New)** The custom display system as claimed in claim 15 wherein said backing is flush with said back side of said frame.

17. **(New)** The custom display system as claimed in claim 15 wherein said backing is mounted to said back side of said frame.